

ORDER



KLAS

Orders Order / Rev: 37244
 Alt Order #: 08863936
 Product Desc: Issue
 Estimate: 1771
 Flight Dates: 09/11/12 - 09/24/12
 Original Date / Rev: 09/12/12 / 10/01/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Great American Media
 Buying Contact: _____
 Billing Contact: _____
1010 Wisconsin Avenue NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: DSCC
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:10:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	46	\$67,150.00	\$57,077.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	46	\$67,150.00	\$57,077.50	0.00
Totals	46	\$67,150.00	\$57,077.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KLAS	30%	\$67,150.00
Market	100%	\$223,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$55,958.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVUU	5%	\$11,191.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/18/12	09/21/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
8 NEWS NOW AT 6A															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 09/17/12		09/23/12		-TWTF--		1		\$900.00		0.00					
E 2	8	09/18/12	09/21/12	CBS This Morning	7-9a	CM	-TWTF--	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
CBS This Morning															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS THIS MORNING																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/17/12	09/23/12	-TwTF--	1	\$800.00	0.00												
E 3 8 09/22/12 09/22/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$500.00	LV1	0.00	NM	1	\$500.00					
CBS THIS MORNING SATURDAY																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/17/12	09/23/12	-----S-	1	\$500.00	0.00												
E 4 8 09/18/12 09/24/12	Live w/Kelly	CM	9-10a	MTWTF--	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00					
Live! WITH KELLY																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/18/12	09/24/12	MTWTF--	2	\$750.00	0.00												
E 5 8 09/18/12 09/24/12	8 News Now Noon	M-F	CM	12-1230p	MTWTF--	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00				
8 News Now Noon M-F																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/18/12	09/24/12	MTWTF--	2	\$750.00	0.00												
E 7 8 09/18/12 09/24/12	Ellen	CM	3-4p	MTWTF--	:30	4	\$900.00	LV2	0.00	NM	4	\$3,600.00					
ELLEN																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/18/12	09/24/12	MTWTF--	4	\$900.00	0.00												
E 8 8 09/16/12 09/23/12	Sun 530-6p	Ins Ed Wkn	CM	530-6p	-----S	:30	1	\$550.00	LV1	0.00	NM	2	\$1,100.00				
Inside Edition Wknd																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/10/12	09/16/12	-----S	1	\$550.00	0.00												
Week: 09/17/12	09/23/12	-----S	1	\$550.00	0.00												
E 9 8 09/18/12 09/24/12	8 News Now 4p	M-F	CM	4-5p	MTWTF--	:30	4	\$1,100.00	LV1	0.00	NM	4	\$4,400.00				
8 News Now 4p M-F																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/18/12	09/24/12	MTWTF--	4	\$1,100.00	0.00												
E 10 8 09/24/12 09/24/12	8 News Now 5-630p	M-FCM	CM	5-630p	M-----	:30	2	\$1,300.00	LV1	0.00	NM	2	\$2,600.00				
8 News Now 5-630p M-F																	
8 NEWS NOW ROTATION																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/18/12	09/24/12	M-----	2	\$1,300.00	0.00												
E 11 8 09/16/12 09/16/12	8 News Now Sun	5-7p	CM	5-7p	-----S	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00				
8 News Now Sun 5-7p																	
8 NEWS NOW AT 5PM-SUN																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/10/12	09/16/12	-----S	1	\$2,500.00	0.00												
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type								
1	8	09/10/12-09/16/12	8 News Now Sun 5-7p	5-7p	(5:00 PM-5:30 PM)	:30	(\$2,500.00)	0.00	NM								
See MG 11.2																	
2	8	09/16/12-09/16/12	8 News Now Sun 5-7p	430-5p	(4:30 PM-5:00 PM)	:30	\$2,500.00	0.00	NM								
(M) MG for 11.1 09/16 aired in program ordered																	
E 12 8 09/23/12 09/23/12	8 News Now Sun 5-7p	CM	5-7p	-----S	:30	1	\$2,500.00	LV1	0.00	NM	1	\$2,500.00					
8 News Now Sun 5-7p																	
8 NEWS NOW AT 630PM-SUN																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/17/12	09/23/12	-----S	1	\$2,500.00	0.00												
E 13 8 09/24/12 09/24/12	8 News Now 11p	M-F	CM	11-1135p	M-----	:30	1	\$1,900.00	LV1	0.00	NM	1	\$1,900.00				
8 News Now 11p M-F																	
8 NEWS NOW AT 11PM																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/18/12	09/24/12	M-----	1	\$1,900.00	0.00												
E 14 8 09/15/12 09/23/12	CM	11-1135P	-----SS	:30	2	\$900.00	LV1	0.00	NM	4	\$3,600.00						

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8 News Now 11p Sa/Su																	
8 News Now Sa/Su 11p																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/10/12 09/16/12 -----SS 2 \$900.00 0.00																	
Week: 09/17/12 09/23/12 -----SS 2 \$900.00 0.00																	
E 15	8	09/18/12	09/24/12	Letterman		CM	1135p-1237a		MTWTF--	:30	5	\$750.00	LV1	0.00	NM	5	\$3,750.00
(11:35 PM-12:37 XM)																	
LATE SHOW W/LETTERMAN																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/18/12 09/24/12 MTWTF-- 5 \$750.00 0.00																	
E 16	8	09/24/12	09/24/12	Craig Ferguson		CM	1237a-137a		M-----	:30	1	\$350.00	LV1	0.00	NM	1	\$350.00
(12:37 XM-1:37 XM)																	
LATE LATE SHOW																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/18/12 09/24/12 M----- 1 \$350.00 0.00																	
E 17	8	09/15/12	09/22/12	ACC Football		CM	930a-12n		-----SS	:30	2	\$750.00	LV1	0.00	NM	3	\$2,250.00
(9:00 AM-12:30 PM)																	
CBS COLLEGE FTBL-EARLY GAME																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/10/12 09/16/12 -----S- 2 \$750.00 0.00																	
Spot	Ch	Date Range	Description				Start/End Time		Weekdays	Length		Rate	Rtg	Type			
3	8	09/10/12-09/16/12	ACC Football				930a-12n		(9:00 AM-12:30 ,-----Sa--	:30		(\$750.00)	0.00	NM			
Credited																	
moved to 37459																	
Week: 09/17/12 09/23/12 -----S- 2 \$750.00 0.00																	
E 21	8	09/17/12	09/17/12	8 News Now 6a	M-F	CM	6-7a		M-----	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
8 News Now 6a																	
8 NEWS NOW AT 6A																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/14/12 09/20/12 M----- 1 \$900.00 0.00																	
E 22	8	09/17/12	09/17/12	CBS This Morning	7-9a	CM	7-9a		M-----	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
CBS This Morning																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/14/12 09/20/12 M----- 1 \$800.00 0.00																	
E 23	8	09/17/12	09/17/12	Ellen		CM	3-4p		M-----	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
ELLEN																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/14/12 09/20/12 M----- 1 \$900.00 0.00																	
E 24	8	09/14/12	09/17/12	8 News Now 5-630p	M-FCM		5-630p		M---F--	:30	2	\$1,300.00	LV1	0.00	NM	2	\$2,600.00
8 News Now 5-630p M-F																	
8 NEWS NOW ROTATION																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/14/12 09/20/12 M---F-- 2 \$1,300.00 0.00																	
E 25	8	09/14/12	09/14/12	Letterman		CM	1135p-1237a		----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
Letterman																	
LATE SHOW W/LETTERMAN																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/14/12 09/20/12 ----F-- 1 \$750.00 0.00																	
N 26	8	09/24/12	09/24/12	8 News Now 6a	M-F	CM	6-7a		M-----	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
8 News Now 6a M-F																	
8 NEWS NOW AT 6A																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/24/12 09/30/12 M----- 1 \$900.00 0.00																	
N 27	8	09/24/12	09/24/12	CBS This Morning	7-9a	CM	7-9a		M-----	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
CBS This Morning																	
Start Date <u>End Date</u> Weekdays Spots/Week Rate Rating																	
Week: 09/24/12 09/30/12 M----- 1 \$800.00 0.00																	
N 28	8	09/17/12	09/17/12			CM	10-11p		M-----	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00

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Mon 10-11p Hawaii Five-O															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 M----- 1 \$10,000.00 0.00															
N29	8	09/14/12	09/21/12	Fri 8-9p	CM	8-9p		:30	1	\$7,875.00	LV1	0.00	NM		
Undercover Boss															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/10/12 09/16/12 -----F-- 1 \$7,875.00 0.00															
Week: 09/17/12 09/23/12 -----F-- 1 \$7,875.00 0.00															
Totals													46	\$67,150.00	